



## City of Biggs

### **Agenda Item Staff Report for the Regular City Council Meeting: August 15, 2011 6:00PM**

DATE: August 9, 2011  
TO: Honorable Mayor and Members of the City Council  
FROM: Pete Carr, City Administrator/Finance  
SUBJECT: City Motto (Discussion/Action)

Council to discuss and consider the motto for the City of Biggs.

#### **Background**

The City has for many years presented itself publicly with the statement, "Where the people own the water and the power." This motto or slogan appears on city letterhead, the City seal, and outdoor signage. The entrance sign also identifies Biggs as "The Heart of Rice Country."

BCAV (Biggs Community Action Volunteers) is suggesting consideration of a new motto for the city, instead of or in addition to the other statements mentioned above. The group considers "The small town with a Biggs heart" to be catchy, welcoming and unique to this community. It is admittedly parallel to Gridley's "The small town that loves company."

The City Council is asked to consider the appropriateness, relevance, marketing appeal and preference for the City's identifying statement or statements, then advise staff and BCAV accordingly. BCAV is considering adding a City identity statement to streetscape fixtures such as benches as well as possible future light post banners.

Council may want to consider that mottos are often used to express a vision for the community, a sense of uniqueness, and/or a guiding principle.

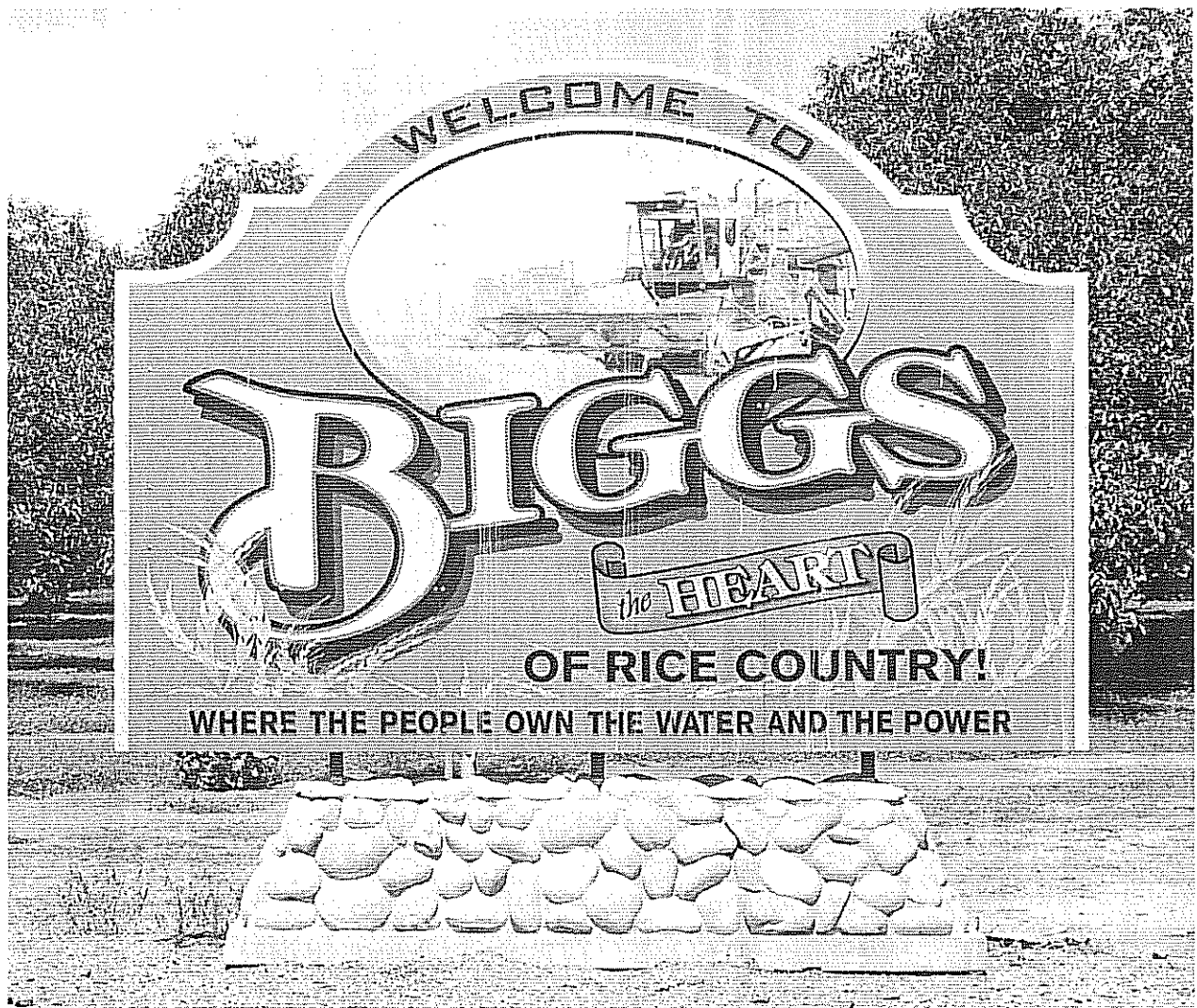
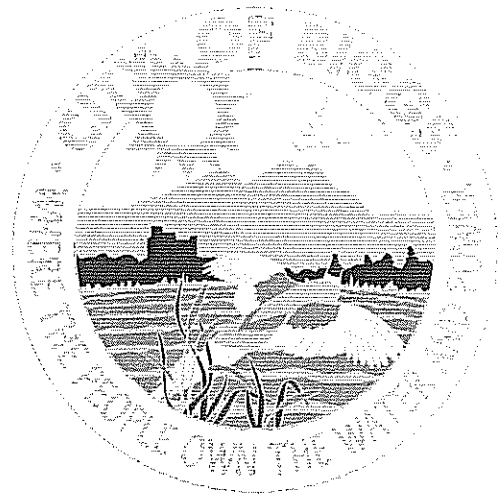
Attachments: Photo of Welcome to Biggs sign and City Seal  
Sample mottos from other cities

#### **Recommendation**

Determine preferred motto[s], or process for making the decision, advise staff.

#### **Fiscal Impact:**

None except undetermined minor letterhead, seal and signage update costs if a change in motto is decided.



## **SAMPLE CALIFORNIA CITY MOTTOS**

Oroville: The Gold City; Solar City, USA

Chico: Home of California State University at Chico; Big City Taste, Small Town Flavor!

Paradise: All its Name Implies

Portola: The Gateway to the Sierras

Marysville: Gateway to the Gold Fields

Yuba City: Where Dreams Become a Reality

Willows: The RICE CAPITAL of the United States

Corning: Olive City

Red Bluff: A Great Place to Live

Redding: Second Sunniest City in the US

Isleton: Crawdad Town, USA

Galt: A City Planning for the Future

Lodi: A Vintage Valley Town; Livable, lovable, Lodi; Grape Capital of the World

Atwater: Community Pride, City Wide

Loomis: A small town is like a large family

Auburn: Endurance Capital of the World

Rocklin: A Family Community

Sacramento: Camellia Capital of the World; City of Trees

Rancho Cordova: City Life. Reinvented.

Citrus Heights: none, but it does have a city song, "I Love Citrus Heights"

Orland, Colusa, Wheatland, Live Oak, Roseville, West Sacramento, Weed – none